

**Serrano, Maggie**

---

**To:** Posting  
**Cc:** lafern@scba.com  
**Subject:** Job Opening - AE - New Biz

Hello,

Please post the attached job opening as soon as convenient. Thank you.

M

**Maggie Serrano**  
Office/Payroll Manager

**CBS2 / KCAL 9**  
6121 Sunset Boulevard  
Los Angeles, CA 90028  
323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



**Serrano, Maggie**

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**From:** Shrode, Blake  
**Sent:** Friday, June 16, 2006 1:26 PM  
**To:** Serrano, Maggie  
**Subject:** FW: A/E Opening KCBS-TV

Lucy Esparza put this in Spot N Dots.  
Thanks for your help.

Blake Shrode  
KCBS~2  
323.460.3466

-----Original Message-----

**From:** Shrode, Blake  
**Sent:** Thursday, June 01, 2006 2:33 PM  
**To:** Esparza, Lucy M  
**Subject:** A/E Opening KCBS-TV

KCBS-TV & KCAL-TV, Los Angeles # 2 market, is looking for a motivated, results driven Account Executive. Person needs to excel at cultivating new business, through intelligent prospecting, and hard work. Increase and maximize share on existing accounts. Qualified candidates must possess excellent presentation and communication skills. Prior media sales skills helpful.  
Send cover letter and resume to: [bdshrode@cbs.com](mailto:bdshrode@cbs.com) or mail to 6121 Sunset Blvd, Los Angeles, CA 90028.

Thank You,

Blake Shrode  
KCBS~2  
323.460.3466



6121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3523 tel / (323) 460-3497 fax

## FAX COVER SHEET

DATE: May 11, 2006

To: Director – Job Placement  
Company:  
Fax:

From: Maggie Serrano  
Dept: Office/Payroll Manager  
Fax: 323 460-3497

Pages: Including cover page 3

Subject: Job Postings – Account Executive, Sales Assistant

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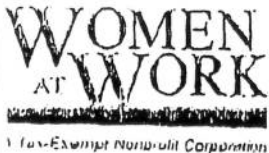
Comments:

Please post the attached job opening as soon as possible.

Thank you!

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## FAX COVER SHEET to EMPLOYERS

EMPLOYER'S NAME: KCBS2 / KCAL9

ATTN: Maggie Serrano

FAX #: 323-460-3497

FROM: WOMENATWORK

DATE: 8/29/06

# of PAGES: 7

RE: YOUR JOB LISTING(S) (see attached)

Our Job # 495 Job Description Account Executive

Our Job # 419 Job Description Sales Assistant \*

Our Job # \_\_\_\_\_ Job Description \_\_\_\_\_

In an effort to keep our records current, please provide us with the following information...

☐ Are the above referenced job(s) still open? Are you actively accepting resumes?

# <u>495</u>	___ YES	___ NO
# <u>419</u>	___ YES	___ NO
# _____	___ YES	___ NO

☐ Your telephone number ( ) \_\_\_\_\_ This is for our records only.

☐ \_\_\_\_\_

Please FAX us with the requested information or CALL and leave a message with our Resource Room Director, La Trice Dixon, at ext #17. When leaving a message, please REFER TO OUR JOB #'s as noted above. THANK YOU for your prompt attention to this inquiry and your continued support of Women At Work!

**Serrano, Maggie**

---

**From:** Serrano, Maggie  
**Sent:** Thursday, May 11, 2006 10:57 AM  
**To:** 'lafern@scba.com'  
**Subject:** Job Opening - AE, Sales Assistant  
**Contacts:** Job Postings

Hello Lafern,

Please post the attached job openings in the SCBA when you get a chance. Thanks!

M

**Maggie Serrano**  
Office/Payroll Manager

**CBS2 / KCAL 9**  
6121 Sunset Boulevard  
Los Angeles, CA 90028  
323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



5/11/2006

**CLEAR CHANNEL STATIONS-SAN DIEGO- INTERNS - PROMOTIONS (UNPAID INTERNSHIPS)**

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**CLEAR CHANNEL TRAFFIC- TRAFFIC REPORTER (PT) (JOB #PD0906-02)**

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**CLEAR CHANNEL TRAFFIC- ACCOUNT EXECUTIVE -(FT) (JOB REF#AE1206-02):**

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**EMERALD WAVE MEDIA (SANTA MARIA)- ACCOUNT EXECUTIVE**

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**JONES MEDIAAMERICA- ASSISTANT, EXECUTIVE- RADIO SALES**

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**KABC- ACCOUNT EXECUTIVE**

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**KABC & KLOS- ASSISTANT, MULTIMEDIA SERVICES**

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**KCAL- RADIO PERSONALITY/PRODUCTION (FT)**

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**KCBS 2/KCAL 9- ASSISTANT, SALES**

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**KCBS 2/KCAL 9- NEWS ADMINISTRATOR**

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**KCBS 2/KCAL 9- ACCOUNT EXECUTIVE**

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**KDIS-AM- RADIO DISNEY STREET TEAM (KDIS) - PART-TIME**

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**KFI- COORDINATOR, PROMOTIONS**

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**KFWB- WEBSERVICE EDITOR**

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**KFWB- MANAGER, NATIONAL SALES**

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**KHTS- ACCOUNT EXECUTIVE (FT) (JOB REF #AE0806-01):**

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**KIRN- OFFICE ASSISTANT/TRAFFIC ASSISTANT**

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**KKUU, KCLB, KDGL, KNWZ, KXPS - COMMERCIAL COPY WRITER**

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**KLAX- COORDINATOR, PROMOTIONS**

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**KLAX/KXOL- RESEARCH**

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**KLOS- ACCOUNT EXECUTIVE**

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**KMPC- ACCOUNT EXECUTIVE (2 POSITIONS)**

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**KMYI- ASSISTANT, PROMOTIONS (PT) (JOB #PR0206-01)**

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**KMYI- AFTERNOON SHOW/CO-HOST (FT) (JOB #PD0606-02)**

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**KMYI- ON-AIR/MIDDAY (FT) (JOB #PD1206-02)**

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**KMYI- ACCOUNT EXECUTIVE -(FT) (JOB REF #AE0906-02):**

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**KOCE-TV- MASTER CONTROL BROADCAST OPERATOR**

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**KOGO-AM- ACCOUNT EXECUTIVE -(FT) (JOB REF #AE1106-02):**

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**KOGO/KLSD- BOARD OP -(PT) (JOB REF#PD0706-02):**

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6/22/2006

**KRTH- ASSISTANT, SALES**

**KRTH- ASSISTANT PROGRAM DIRECTOR/MUSIC DIRECTOR**

**KRTH- MANAGER, GENERAL SALES**

**KSCI-TV- RECEPTIONIST**

**KSCI-TV- ENGINEER, PRODUCTION**

**KSCI-TV- CHIEF FINANCIAL OFFICER**

**KSCI-TV- ACCOUNT EXECUTIVE**

**KSSE /KSSC/KSSD/KLYY-FM - ASSISTANT, EXECUTIVE -**

**KTWV- MUSIC DIRECTOR / ASSISTANT PROGRAM DIRECTOR**

**KWAC- ACCOUNT EXECUTIVE**

**KWAC/KIWI/KCHJ/KPSL- ACCOUNT EXECUTIVE**

**KXOL- COORDINATOR, PROMOTIONS**

**KYSR- PRODUCER, MORNING SHOW**

-----Original Message-----

**From:** Serrano, Maggie [mailto:mserrano@cbs.com]

**Sent:** Thursday, May 18, 2006 3:04 PM

**To:** lafern@scba.com

**Subject:** Job Opening - News Administrator

Hello,

When you get a chance please post the attached job opportunity.

Thank you.

M

**Maggie Serrano**

Office/Payroll Manager

**CBS2 / KCAL 9**

6121 Sunset Boulevard

Los Angeles, CA 90028

323 460-3523 Tel

323 460-3497 Fax

mserrano@cbs.com

6/22/2006

**Serrano, Maggie**

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**From:** Serrano, Maggie  
**Sent:** Thursday, May 11, 2006 10:51 AM  
**To:** Aguilar, Alexandra; Burt, Julia A; Butler, Bob; Web Contact (E-mail)  
**Subject:** Job Opening - AE, Sales Assistant

Hello,

Please post the attached job openings as soon as convenient. Thank you.

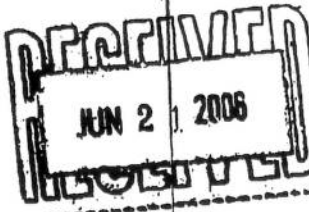
M

**Maggie Serrano**  
Office/Payroll Manager

**CBS2 / KCAL 9**  
6121 Sunset Boulevard  
Los Angeles, CA 90028  
323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



# 495  
acct

## NOTICE OF JOB OPENING

DATE: JUNE 20, 2006

POSITION: ACCOUNT EXECUTIVE

DEPARTMENT: KCBS2/KCAL9

## JOB FUNCTION:

- REPRESENT STATION TO CLIENTS IN A PROFESSIONAL MANNER.
- PRODUCE SALES EQUAL TO OR EXCEEDING PERSONAL BUDGETS
- CONTINUALLY CONTACT, PROSPECT AND DEVELOP NEW BUSINESS ACCOUNTS.
- MAINTAIN AND SOLICIT WAYS OF NETWORKING LEADS FOR NON-TRADITIONAL ACCOUNTS
- WILLING TO GROW WITH POSITION AND ESTABLISH NEW WAYS OF DOING BUSINESS
- MUST BE A TEAM PLAYER AND BE ABLE TO HANDLE MANY PROJECTS
- HAVE WORKING KNOWLEDGE OF VARIOUS INDUSTRIES INCLUDING TERMINOLOGY, POLICIES AND PROCEDURES
- HAVE PROVEN TRACK RECORD OF SOLD PROGRAMS
- COMMUNICATE WITH SALES MANAGEMENT DAILY ON ACTIVITIES AND MAKE CLIENT CALLS WITH SALES MANAGER
- KEEP CURRENT WITH ADMINISTRATIVE RESPONSIBILITIES
- OTHER DUTIES AND REQUIREMENTS AS NECESSARY
- MUST POSSESS A VALID CA DRIVERS LICENSE.

## MANDATORY SKILLS/EXPERIENCE REQUIRED:

- PRIOR TV, RADIO, CABLE OR PRINTS SALES EXPERIENCE.
- SUCCESSFUL PROVEN TRACK RECORD OF PROSPECTING, COLD CALLING AND CLOSING NEW BUSINESS IN A FAST PACED ENVIRONMENT.
- STRONG MARKETING, PRESENTATION AND CLOSING SKILLS.
- MUST HAVE GOOD COMMUNICATION AND CUSTOMER SERVICE SKILLS.
- MUST BE DETAIL ORIENTED.

## EDUCATIONAL REQUIREMENTS:

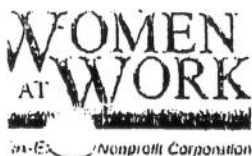
- COLLEGE OR EQUIVALENT IN EXPERIENCE REQUIRED COLLEGE DEGREE PREFERRED.

## REFERRAL INSTRUCTIONS:

SUBMIT COVER LETTER, RESUME, AND SALARY HISTORY SHOULD BE FAXED TO:  
SUPERVISOR AT 323-460-3467. ABSOLUTELY NO PHONE CALLS.

"IT IS THE CONTINUING POLICY OF CBS/VIACOM TO AFFORD EQUAL OPPORTUNITY TO QUALIFIED INDIVIDUALS REGARDLESS OF THEIR RACE, COLOR, RELIGION, SEX, OR SEXUAL PREFERENCE, NATIONAL ORIGIN, AGE OR PHYSICAL OR MENTAL DISABILITY, VETERAN OR DISABLED VETERAN STATUS, AND TO CONFORM TO APPLICABLE LAWS AND REGULATIONS. WE SOUGHT YOUR ASSISTANCE ON THESE OPENINGS AND FUTURE OPENINGS."

mess: 8-22  
open 7/26message 7-25-06  
mess 8/17/06



## *FAX COVER SHEET to EMPLOYERS*

EMPLOYER'S NAME: KCB S2 / KCA L9

ATTN: Maggie Serrano

FAX #: 323-460-3497

FROM: WOMEN AT WORK

DATE: 10/3/06

# of PAGES: 1

RE: YOUR JOB LISTING(S) (see attached)

✓ Our Job # 495 Job Description Account Executive

Our Job #	Job Description
1	1. The first job is to identify the problem.
2	2. The second job is to analyze the problem.
3	3. The third job is to develop a solution.
4	4. The fourth job is to implement the solution.
5	5. The fifth job is to evaluate the solution.
6	6. The sixth job is to monitor the solution.
7	7. The seventh job is to maintain the solution.
8	8. The eighth job is to improve the solution.
9	9. The ninth job is to document the solution.
10	10. The tenth job is to communicate the solution.

Our Job #	Job Description
1	1. Job Description
2	2. Job Description
3	3. Job Description
4	4. Job Description
5	5. Job Description
6	6. Job Description
7	7. Job Description
8	8. Job Description
9	9. Job Description
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92	92. Job Description
93	93. Job Description
94	94. Job Description
95	95. Job Description
96	96. Job Description
97	97. Job Description
98	98. Job Description
99	99. Job Description
100	100. Job Description

**In an effort to keep our records current, please provide us with the following information...**

☒ Are the above referenced job(s) still open? Are you actively accepting resumes?

# <u>495</u>	YES	NO
# _____	YES	NO
# _____	YES	NO

☐ Your telephone number (     ) \_\_\_\_\_ This is for our records only.

\_\_\_\_\_

***Please FAX us with the requested information or CALL and leave a message with our Resource Room Director, La Trice Dixon, at ext #17. When leaving a message, please REFER TO OUR JOB #'s as noted above. THANK YOU for your prompt attention to this inquiry and your continued support of Women At Work!***



6121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3523 tel / (323) 460-3497 fax

## FAX COVER SHEET

DATE: June 20, 2006

To: Director – Job Placement  
Company:  
Fax:

From: Maggie Serrano  
Dept: Office/Payroll Manager  
Fax: 323 460-3497

Pages: Including cover page 2

Subject: Job Posting – AE – New Business

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Comments:

Please post the attached job opening as soon as possible.

Thank you!

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# hp LaserJet 3380

CBS2 / KCAL9  
323 460-3497  
Jun-20-2006 12:23PM



## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
324	6/20/2006	12:03:00PM	Send	1703-506-3266	1:28	2	OK
325	6/20/2006	12:04:34PM	Send	1213 387-9061	1:24	2	OK
327	6/20/2006	12:06:53PM	Send	1310 206-9844	1:13	2	OK
328	6/20/2006	12:08:11PM	Send	1213 437-4423	1:31	2	OK
329	6/20/2006	12:09:47PM	Send	1818 677-4593	0:53	2	OK
330	6/20/2006	12:10:47PM	Send	1562 985-4528	1:14	2	OK
331	6/20/2006	12:12:07PM	Send	290-5109	1:18	2	OK
332	6/20/2006	12:13:31PM	Send	1310 287-4310	0:56	2	OK
333	6/20/2006	12:14:32PM	Send	1626 813-1684	1:19	2	OK
334	6/20/2006	12:15:56PM	Send	726-1865	1:23	2	OK
335	6/20/2006	12:17:24PM	Send	290-0400	1:17	2	OK
336	6/20/2006	12:18:46PM	Send	890-9632	0:55	2	OK
337	6/20/2006	12:19:46PM	Send	1310 287-4310	0:59	2	OK
338	6/20/2006	12:20:50PM	Send	1714 962-6343	1:16	2	OK
339	6/20/2006	12:22:11PM	Send	848-6561	0:59	2	OK

# hp LaserJet 3380

CBS2 / KCAL9  
323 460-3497  
Jun-20-2006 11:49AM



## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
318	6/20/2006	11:37:04AM	Send	294-9435	1:17	2	OK
319	6/20/2006	11:38:26AM	Send	1310 860-5100	1:23	2	OK
320	6/20/2006	11:39:54AM	Send	1310 235-6247	4:57	2	OK
321	6/20/2006	11:44:56AM	Send	1562 938-4980	1:10	2	OK
322	6/20/2006	11:46:12AM	Send	1818 241-5455	1:15	2	OK
323	6/20/2006	11:47:32AM	Send	1626 793-7396	1:25	2	OK

0121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3523 M / (323) 460-3497 Fax

## FAX COVER SHEET

DATE: June 20, 2006

To: Director - Job Placement  
Company: From: Maggie Serrano  
Fax: Dept: Office/Payroll Manager  
Fax: 323 460-3497

Pages: Including cover page 2

Subject: Job Posting - AE - New Business

Comments:

Please post the attached job opening as soon as possible.

Thank you!

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**Serrano, Maggie**

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**Cc:** lafern@scba.com  
**Subject:** Job Opening - AE - New Biz

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Office/Payroll Manager

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323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



6/20/2006

**Serrano, Maggie**

---

**From:** Shrode, Blake  
**Sent:** Friday, June 16, 2006 1:26 PM  
**To:** Serrano, Maggie  
**Subject:** FW: A/E Opening KCBS-TV

Lucy Esparza put this in Spot N Dots.  
Thanks for your help.

**Blake Shrode**  
**KCBS~2**  
**323.460.3466**

-----Original Message-----

**From:** Shrode, Blake  
**Sent:** Thursday, June 01, 2006 2:33 PM  
**To:** Esparza, Lucy M  
**Subject:** A/E Opening KCBS-TV

KCBS-TV & KCAL-TV, Los Angeles # 2 market, is looking for a motivated, results driven Account Executive. Person needs to excel at cultivating new business, through intelligent prospecting, and hard work. Increase and maximize share on existing accounts. Qualified candidates must possess excellent presentation and communication skills. Prior media sales skills helpful. Send cover letter and resume to: [bdshrode@cbs.com](mailto:bdshrode@cbs.com) or mail to 6121 Sunset Blvd, Los Angeles, CA 90028.

Thank You,

**Blake Shrode**  
**KCBS~2**  
**323.460.3466**

# hp LaserJet 3380

CBS2 / KCAL9  
323 460-3497  
May-11-2006 10:32AM



## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
157	5/11/2006	10:19:34AM	Send	1213 387-9061	1:42	3	OK
158	5/11/2006	10:21:21AM	Send	294-9435	1:40	3	OK
159	5/11/2006	10:23:07AM	Send	1310 860-5100	1:46	3	OK
160	5/11/2006	10:24:58AM	Send	1310 235-6247	2:08	3	OK
161	5/11/2006	10:27:11AM	Send	1562 938-4980	1:34	3	OK
162	5/11/2006	10:28:51AM	Send	1818 241-5455	1:44	3	OK
163	5/11/2006	10:30:40AM	Send	1626 793-7396	1:50	3	OK



5121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3523 tel / (323) 460-3497 fax

## FAX COVER SHEET

DATE: May 11, 2006

To: Director - Job Placement From: Maggie Serrano  
Company: Dept: Office/Payroll Manager  
Fax: Fax: 323 460-3497

Pages, including cover page 3

Subject: Job Postings Account Executive/Sales Assistant

Comments: Please post the attached job opening as soon as possible.

Thank you!

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Los Angeles, CA 90028  
(323) 460-3523 tel / (323) 460-3497 fax

## FAX COVER SHEET

DATE: May 11, 2006

To: Director – Job Placement  
Company:  
Fax:

From: Maggie Serrano  
Dept: Office/Payroll Manager  
Fax: 323 460-3497

Pages: Including cover page 3

Subject: Job Postings – Account Executive, Sales Assistant

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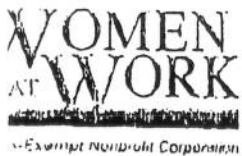
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## FAX COVER SHEET to EMPLOYERS

EMPLOYER'S NAME: KCBS2 / KCAL9

ATTN: Maggie Serrano

FAX #: 323-460-3497

FROM: WOMEN AT WORK

DATE

8/29/06

# of PAGES:

7

RE: YOUR JOB LISTING(S) (see attached)

Our Job # 495 Job Description Account Executive

Our Job # 419 Job Description Sales Assistant \*

Our Job # \_\_\_\_\_ Job Description \_\_\_\_\_

**In an effort to keep our records current, please provide us with the following information...**

☐ Are the above referenced job(s) still open? Are you actively accepting resumes?

# <u>495</u>	___ YES	___ NO
# <u>419</u>	___ YES	___ NO
# _____	___ YES	___ NO

☐ Your telephone number ( ) \_\_\_\_\_ This is for our records only.

☐ \_\_\_\_\_

**Please FAX us with the requested information or CALL and leave a message with our Resource Room Director, La Trice Dixon, at ext #17. When leaving a message, please REFER TO OUR JOB #'s as noted above. THANK YOU for your prompt attention to this inquiry and your continued support of Women At Work!**

**Serrano, Maggie**

---

**From:** Serrano, Maggie  
**Sent:** Thursday, May 11, 2006 10:57 AM  
**To:** 'lafern@scba.com'  
**Subject:** Job Opening - AE, Sales Assistant  
**Contacts:** Job Postings

Hello Lafern,

Please post the attached job openings in the SCBA when you get a chance. Thanks!

M

**Maggie Serrano**  
Office/Payroll Manager

**CBS2 / KCAL 9**  
6121 Sunset Boulevard  
Los Angeles, CA 90028  
323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



**CLEAR CHANNEL STATIONS-SAN DIEGO- INTERNS - PROMOTIONS (UNPAID INTERNSHIPS)**

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**CLEAR CHANNEL TRAFFIC- TRAFFIC REPORTER (PT) (JOB #PD0906-02)**

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**CLEAR CHANNEL TRAFFIC- ACCOUNT EXECUTIVE -(FT) (JOB REF#AE1206-02):**

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**EMERALD WAVE MEDIA (SANTA MARIA)- ACCOUNT EXECUTIVE**

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**JONES MEDIAAMERICA- ASSISTANT, EXECUTIVE- RADIO SALES**

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**KABC- ACCOUNT EXECUTIVE**

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**KABC & KLOS- ASSISTANT, MULTIMEDIA SERVICES**

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**KCAL- RADIO PERSONALITY/PRODUCTION (FT)**

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**KCBS 2/KCAL 9- ASSISTANT, SALES**

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**KCBS 2/KCAL 9- NEWS ADMINISTRATOR**

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**KCBS 2/KCAL 9- ACCOUNT EXECUTIVE**

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**KDIS-AM- RADIO DISNEY STREET TEAM (KDIS) - PART-TIME**

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**KFI- COORDINATOR, PROMOTIONS**

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**KFWB- WEBSERVICE EDITOR**

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**KFWB- MANAGER, NATIONAL SALES**

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**KHTS- ACCOUNT EXECUTIVE (FT) (JOB REF #AE0806-01):**

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**KIRN- OFFICE ASSISTANT/TRAFFIC ASSISTANT**

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**KKUU, KCLB, KDGL, KNWZ, KXPS - COMMERCIAL COPY WRITER**

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**KLAX- COORDINATOR, PROMOTIONS**

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**KLAX/KXOL- RESEARCH**

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**KLOS- ACCOUNT EXECUTIVE**

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**KMPC- ACCOUNT EXECUTIVE (2 POSITIONS)**

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**KMYI- ASSISTANT, PROMOTIONS (PT) (JOB #PR0206-01)**

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**KMYI- AFTERNOON SHOW/CO-HOST (FT) (JOB #PD0606-02)**

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**KMYI- ON-AIR/MIDDAY (FT) (JOB #PD1206-02)**

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**KMYI- ACCOUNT EXECUTIVE -(FT) (JOB REF #AE0906-02):**

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**KOCE-TV- MASTER CONTROL BROADCAST OPERATOR**

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**KOGO-AM- ACCOUNT EXECUTIVE -(FT) (JOB REF #AE1106-02):**

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**KOGO/KLSD- BOARD OP -(PT) (JOB REF#PD0706-02):**

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**KRTH- ASSISTANT, SALES**

**KRTH- ASSISTANT PROGRAM DIRECTOR/MUSIC DIRECTOR**

**KRTH- MANAGER, GENERAL SALES**

**KSCI-TV- RECEPTIONIST**

**KSCI-TV- ENGINEER, PRODUCTION**

**KSCI-TV- CHIEF FINANCIAL OFFICER**

**KSCI-TV- ACCOUNT EXECUTIVE**

**KSSE /KSSC/KSSD/KLYY-FM - ASSISTANT, EXECUTIVE -**

**KTWV- MUSIC DIRECTOR / ASSISTANT PROGRAM DIRECTOR**

**KWAC- ACCOUNT EXECUTIVE**

**KWAC/KIWI/KCHJ/KPSL- ACCOUNT EXECUTIVE**

**KXOL- COORDINATOR, PROMOTIONS**

**KYSR- PRODUCER, MORNING SHOW**

-----Original Message-----

**From:** Serrano, Maggie [mailto:mserrano@cbs.com]

**Sent:** Thursday, May 18, 2006 3:04 PM

**To:** lafern@scba.com

**Subject:** Job Opening - News Administrator

Hello,

When you get a chance please post the attached job opportunity.

Thank you.

M

**Maggie Serrano**

Office/Payroll Manager

**CBS2 / KCAL 9**

6121 Sunset Boulevard

Los Angeles, CA 90028

323 460-3523 Tel

323 460-3497 Fax

mserrano@cbs.com

6/22/2006

**Serrano, Maggie**

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**From:** Serrano, Maggie  
**Sent:** Thursday, May 11, 2006 10:51 AM  
**To:** Aguilar, Alexandra; Burt, Julia A; Butler, Bob, Web Contact (E-mail)  
**Subject:** Job Opening AE, Sales Assistant

Hello,

Please post the attached job openings as soon as convenient. Thank you.

M

**Maggie Serrano**  
Office/Payroll Manager

**CBS2 / KCAL 9**  
6121 Sunset Boulevard  
Los Angeles, CA 90028  
323 460-3523 Tel  
323 460-3497 Fax

mserrano@cbs.com



5/11/2006





## NOTICE OF JOB OPENING

DATE: **SEPTEMBER, 2006**  
POSITION: **ACCOUNT EXECUTIVE – NEW BUSINESS**  
DEPARTMENT: **KCBS2/KCAL9**

### JOB FUNCTION:

- REPRESENT STATION TO CLIENTS IN A PROFESSIONAL MANNER.
- PRODUCE SALES EQUAL TO OR EXCEEDING PERSONAL BUDGETS
- CONTINUALLY CONTACT, PROSPECT AND DEVELOP NEW BUSINESS ACCOUNTS.
- MAINTAIN AND SOLICIT WAYS OF NETWORKING LEADS FOR NON-TRADITIONAL ACCOUNTS
- WILLING TO GROW WITH POSITION AND ESTABLISH NEW WAYS OF DOING BUSINESS
- MUST BE A TEAM PLAYER AND BE ABLE TO HANDLE MANY PROJECTS
- HAVE WORKING KNOWLEDGE OF VARIOUS INDUSTRIES INCLUDING TERMINOLOGY, POLICIES AND PROCEDURES
- HAVE PROVEN TRACK RECORD OF SOLD PROGRAMS
- COMMUNICATE WITH SALES MANAGEMENT DAILY ON ACTIVITIES AND MAKE CLIENT CALLS WITH SALES MANAGER
- KEEP CURRENT WITH ADMINISTRATIVE RESPONSIBILITIES
- OTHER DUTIES AND REQUIREMENTS AS NECESSARY
- MUST POSSESS A VALID CA DRIVERS LICENSE.

### MANDATORY SKILLS/EXPERIENCE REQUIRED:

- PRIOR TV, RADIO, CABLE OR PRINTS SALES EXPERIENCE.
- SUCCESSFUL PROVEN TRACK RECORD OF PROSPECTING, COLD CALLING AND CLOSING NEW BUSINESS IN A FAST PACED ENVIRONMENT.
- STRONG MARKETING, PRESENTATION AND CLOSING SKILLS.
- MUST HAVE GOOD COMMUNICATION AND CUSTOMER SERVICE SKILLS.
- MUST BE DETAIL ORIENTED.

### EDUCATIONAL REQUIREMENTS:

- COLLEGE OR EQUIVALENT IN EXPERIENCE REQUIRED COLLEGE DEGREE PREFERRED.

### REFERRAL INSTRUCTIONS:

**SUBMIT COVER LETTER, RESUME, AND SALARY HISTORY SHOULD BE FAXED TO:  
SUPERVISOR AT 323-460-3467. ABSOLUTELY NO PHONE CALLS.**

"IT IS THE CONTINUING POLICY OF CBS TO AFFORD EQUAL OPPORTUNITY TO QUALIFIED INDIVIDUALS REGARDLESS OF THEIR RACE, COLOR, RELIGION, SEX, OR SEXUAL PREFERENCE, NATIONAL ORIGIN, AGE OR PHYSICAL OR MENTAL DISABILITY, VETERAN OR DISABLED VETERAN STATUS, AND TO CONFORM TO APPLICABLE LAWS AND REGULATIONS. WE SOLICIT YOUR ASSISTANCE ON THESE OPENINGS AND FUTURE OPENINGS."





## NOTICE OF JOB OPENING

DATE: **SEPTEMBER 19, 2006**  
POSITION: **ART DIRECTOR**  
DEPARTMENT: **KCBS2/KCAL9 - NEWS**

### JOB DESCRIPTION:

**SPECIFIC FUNCTIONS:** RESPONSIBLE FOR CREATING AND MAINTAINING ON-AIR LOOK AND GRAPHIC BRAND MANAGEMENT.

- RESPONSIBLE FOR CREATING AND MAINTAINING ON-AIR LOOK AND GRAPHIC BRAND MANAGEMENT.
- RESPONSIBLE FOR BROADCAST GRAPHIC DESIGN AND SERVICE OF ALL STATION PRODUCTS, INCLUDING NEWS, SPORTS, PROMOTION, SALES MARKETING, PUBLIC AFFAIRS.
- RESPONSIBLE FOR MANAGING PRINT DESIGN TEAM.
- SUPERVISE DEPARTMENT OF FIFTEEN DESIGNERS AND ANIMATORS.
- RESPONSIBLE FOR QUALIFYING AND HIRING ELECTRONIC AND PRINT DESIGNERS AND ANIMATORS.
- RESPONSIBLE FOR MAINTAINING WORKFLOW AND SCHEDULE OF DELIVERABLES.

### QUALIFICATIONS:

- PROVEN EXPERIENCE AND GRAPHICS WORK SAMPLES AT NETWORK LEVEL PRODUCTION
- HANDS-ON FACILITY WITH CURRENT DESIGN AND ANIMATION TECHNOLOGIES AND SOFTWARE
- ABILITY TO MANAGE MULTIPLE PROJECTS UNDER EXTREME DEADLINE PRESSURE

**EDUCATION:** FORMAL DESIGN TRAINING PLUS MINIMUM 5 YEARS MAJOR MARKET TV DESIGN EXPERIENCE. PRIOR DESIGN MANAGEMENT PREFERRED. IATSE MEMBERSHIP REQUIRED.

**SUBMIT COVER LETTER, RESUME, AND SALARY HISTORY SHOULD BE FAXED TO:  
SUPERVISOR AT 323-460-3188.**

***ABSOLUTELY NO PHONE CALLS.***

It is the continuing policy of CBS Corporation to afford equal employment opportunity to qualified individuals regardless of their race, color, religion, sex, sexual preference, national origin, age, physical or mental disability, veteran or disabled veteran status; and to conform to applicable laws and regulations. This policy of equal employment covers all aspects of the employment relationship including application, initial hiring, promotion, transfer, training, wages and salary administration. CBS Corporation recognizes that its continued growth and business success depend on the development and utilization of the full range of the nation's human resources.

# hp LaserJet 3380

CBS2 / KCAL9  
323 460-3497  
Oct-9-2006 12:50PM



## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
813	10/ 9/2006	12:28:19PM	Send	1703-506-3266	1:32	2	OK
814	10/ 9/2006	12:29:56PM	Send	1213 387-9061	1:19	2	OK
815	10/ 9/2006	12:31:20PM	Send	1310 206-9844	1:17	2	OK
816	10/ 9/2006	12:32:42PM	Send	1213 437-4423	1:33	2	OK
817	10/ 9/2006	12:34:20PM	Send	1818 677-4593	0:52	2	OK
818	10/ 9/2006	12:35:17PM	Send	1562 985-4528	1:19	2	OK
819	10/ 9/2006	12:36:41PM	Send	290-5109	1:20	2	OK
820	10/ 9/2006	12:38:06PM	Send	1310 287-4310	0:57	2	OK
821	10/ 9/2006	12:39:08PM	Send	1626 813-1684	0:00	0	No Answer
822	10/ 9/2006	12:41:19PM	Send	1626 813-1684	0:00	0	No Answer
823	10/ 9/2006	12:42:29PM	Send	726-1865	1:20	2	OK
824	10/ 9/2006	12:43:55PM	Send	290-0400	1:19	2	OK
825	10/ 9/2006	12:45:19PM	Send	890-9632	0:55	2	OK
826	10/ 9/2006	12:46:19PM	Send	1310 287-4310	1:15	2	OK
827	10/ 9/2006	12:47:39PM	Send	1714 962-6343	1:15	2	OK
828	10/ 9/2006	12:48:59PM	Send	848-6561	1:00	2	OK



## KCBS2 / KCAL9

6121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3523 tel / (323) 460-3497 fax

### FAX COVER SHEET

DATE: October 9, 2006

TO: Director - Job Placement  
COMPANY:  
FAX:

FROM: Maggie Serrano  
DEPT: Office/Payroll Manager  
FAX: 323 460-3497

Pages: 2  
Including cover page

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☐ URGENT      ☐ FOR REVIEW      ☐ PLEASE COMMENT      ☐ PLEASE REPLY

---

Subject: Job Posting – Art Director

Comments: Please post the following positions within your organization.

Thank you for your assistance.

*\*\* Resumes, cover letters and salary history accepted via MAIL or FAX only. Absolutely NO phone calls.*

CONFIDENTIALITY NOTICE: This e-mail transmission, and any documents, files or previous e-mail messages attached to it may contain confidential information that is legally privileged. If you are not the intended recipient, or a person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in or attached to this transmission is STRICTLY PROHIBITED. If you have received this transmission in error, please immediately notify the sender. Please destroy the original transmission and its attachments without reading or saving in any manner.

# hp LaserJet 3380



CBS2 / KCAL9  
323 460-3497  
Oct-9-2006 11:11AM

## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
806	10/ 9/2006	11:02:55AM	Send	294-9435	1:20	2	OK
807	10/ 9/2006	11:04:20AM	Send	1310 860-5100	1:23	2	OK
808	10/ 9/2006	11:05:48AM	Send	1310 235-6247	1:11	2	OK
809	10/ 9/2006	11:07:04AM	Send	1562 938-4980	1:13	2	OK
810	10/ 9/2006	11:08:23AM	Send	1818 241-5455	1:17	2	OK
811	10/ 9/2006	11:09:45AM	Send	1626 793-7396	1:27	2	OK



**KCBS2 / KCAL9**  
5121 Sunset Boulevard  
Los Angeles, CA 90028  
(323) 460-3623 tel / (323) 460-3497 fax

### FAX COVER SHEET

DATE: October 9, 2006

TO: Director - Job Placement FROM: Maggie Serrano  
COMPANY: DEPT: Office/Payroll Manager  
FAX: 323 460-3497

Pages: 2  
Including cover page

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY

Subject: Job Posting -- Art Director

Comments: Please post the following positions within your organization.

Thank you for your assistance.

**\*\* Resumes, cover letters and salary history accepted via MAIL or FAX only. Absolutely NO phone calls.**

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**Serrano, Maggie**

---

**From:** Serrano, Maggie  
**Sent:** Monday, October 09, 2006 11:57 AM  
**To:** AAEDE; latse Contact; Website Contact (E-mail); WeHo Career Center  
**Subject:** Job Post - Art Director

Hello,

Please post the attached job opening when convenient. Thank you.

M

**Maggie Serrano**  
Office/Payroll Manager

**KCBS2 / KCAL9**  
6121 Sunset Blvd.  
Los Angeles, CA 90028  
(323) 460-3523 Tel  
(323) 460-3497 Fax



[mserrano@cbs.com](mailto:mserrano@cbs.com)

**Serrano, Maggie**

---

**From:** Oginski, Erik P  
**Sent:** Monday, October 09, 2006 12:16 PM  
**To:** Serrano, Maggie  
**Cc:** @KCBS/KCAL TV Website  
**Subject:** RE: Job Post - Art Director

This one's up too.

Thanks.

-Erik

-----Original Message-----

**From:** Serrano, Maggie  
**Sent:** Monday, October 09, 2006 11:57 AM  
**To:** AAEDE; Iatse Contact; @KCBS/KCAL TV Website; WeHo Career Center  
**Subject:** Job Post - Art Director

Hello,

Please post the attached job opening when convenient. Thank you.

M

**Maggie Serrano**  
**Office/Payroll Manager**

**KCBS2 / KCAL9**  
6121 Sunset Blvd.  
Los Angeles, CA 90028  
(323) 460-3523 Tel  
(323) 460-3497 Fax



[mserrano@cbs.com](mailto:mserrano@cbs.com)

**Serrano, Maggie**

---

**From:** Oginski, Erik P  
**Sent:** Monday, October 09, 2006 12:16 PM  
**To:** Serrano, Maggie  
**Cc:** @KCBS/KCAL TV Website  
**Subject:** RE: Job Post - Art Director

This one's up too.

Thanks.

-Erik

-----Original Message-----

**From:** Serrano, Maggie  
**Sent:** Monday, October 09, 2006 11:57 AM  
**To:** AAEDE; Iatse Contact; @KCBS/KCAL TV Website; WeHo Career Center  
**Subject:** Job Post - Art Director

Hello,

Please post the attached job opening when convenient. Thank you.

M

**Maggie Serrano**  
**Office/Payroll Manager**

**KCBS2 / KCAL9**  
*6121 Sunset Blvd.*  
*Los Angeles, CA 90028*  
*(323) 460-3523 Tel*  
*(323) 460-3497 Fax*



[mserrano@cbs.com](mailto:mserrano@cbs.com)





## NOTICE OF JOB OPENING

DATE: **FEBRUARY 15, 2007**

POSITION: **SR. DESIGNER/ANIMATION MANAGER**

DEPARTMENT: **KCBS2/KCAL9 - GRAPHICS**

**JOB DESCRIPTION: CREATE HIGH-END 2D & 3D MOTION GRAPHICS FOR A VARIETY OF TV PROJECTS AND ASSIST IN THE SUPERVISION OF ANIMATION STAFF**

### **SR. DESIGNER/ANIMATION MANAGER FUNCTIONS:**

- CREATE HIGH-END 2D & 3D MOTION GRAPHICS FOR A VARIETY OF TELEVISION PROJECTS
- WORK WITH MANAGERS AND PRODUCERS TO DEVELOP AND EXECUTE PROJECTS SERVICING NEWS, SPORTS, PROMOTION AND SALES
- ASSIST IN SUPERVISION OF ANIMATION STAFF (2D & 3D)
- TRAIN DESIGNERS ON ANIMATION SOFTWARE WHEN NECESSARY
- WORK WITH ENGINEERING AND VENDORS ON FIELD-LEVEL MAINTENANCE OF SYSTEMS AND SOFTWARE
- MAINTAIN ARCHIVAL DATABASE OF GRAPHICS AND ANIMATION PROJECTS AND ELEMENTS

### **QUALIFICATIONS:**

- PROVEN EXPERIENCE AND ANIMATION SAMPLES AT NETWORK LEVEL PRODUCTION QUALITY
- HANDS-ON FACILITY WITH CURRENT DESIGN AND ANIMATION TECHNOLOGIES AND SOFTWARE
- ABILITY TO MANAGE MULTIPLE PROJECTS UNDER EXTREME DEADLINE PRESSURE
- FORMAL DESIGN TRAINING PLUS MINIMUM 5 YEARS TV ANIMATION EXPERIENCE
- TEAM PLAYER AND POSITIVE ATTITUDE A MUST
- IATSE MEMBERSHIP REQUIRED

**EDUCATION:** FORMAL DESIGN TRAINING PLUS A MINIMUM OF 5 YEARS MAJOR MARKET TV DESIGN EXPERIENCE. EXPERT WITH AFTER EFFECTS, PHOTOSHOP, ILLUSTRATOR AND CINEMA 4D (OR EQUIVALENT 3D PROGRAMS). SKILLED IN VIZRT A PLUS.

**SUBMIT COVER LETTER, RESUME, AND SALARY HISTORY SHOULD BE FAXED TO:  
SUPERVISOR AT 323-460-3188.**

***ABSOLUTELY No PHONE CALLS.***

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# hp LaserJet 3380

CBS2 / KCAL9  
818 655-2666  
Jul-23-2007 10:47AM



## Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
613	7/23/2007	10:34:02AM	Send	1323 294-9435	1:25	2	OK
614	7/23/2007	10:35:32AM	Send	1310 860-5100	1:31	2	OK
615	7/23/2007	10:37:08AM	Send	1310 235-6247	0:00	0	No Answer
616	7/23/2007	10:39:20AM	Send	1310 235-6247	1:16	2	OK
617	7/23/2007	10:40:41AM	Send	1562 938-4980	1:40	2	OK
618	7/23/2007	10:42:26AM	Send	1818 241-5455	0:00	0	No Answer
619	7/23/2007	10:44:37AM	Send	1818 241-5455	0:00	0	No Answer
620	7/23/2007	10:45:48AM	Send	1626 793-7396	1:33	2	OK

**KCBS2 / KCAL9**  
4200 Radford Avenue  
Studio City, CA 91604  
(818) 655-2024 Tel

### FAX COVER SHEET

DATE: July 23, 2007

TO: Director of Job Placement FROM: Maggie Serrano  
COMPANY: DEPT: Office/Payroll Manager  
FAX: 818 655-2666

Project: 3  
including cover page  
SUBJECT: Job Posting - Designer/3D Animator

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY

Comments: Please post when convenient.

Thank you!

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